

Rumble: <https://rumble.com/v46s81c-push-ups.html>

PAS free value to show I can write. Email

Who am I taking to? Most of middle class America, probably more men but either way middle class people 20's-50's. They still have hope for America and are willing to jump on most trains if it involves the desire of patriotism.

Where are they now?

Pain: tired of low quality knives they have screws loose, handles are cheap etc. That's about 90-95% of their pain and the other 10-5% is when they find out it's made in china and/or is too small or heavy.

Challenges: Finding a company that can promise American made quality and just tell the truth to how big and heavy the knife is.

Desires: Receive a long lasting high quality knife at a reasonable price. Know who makes them and where the knives come from.

Roadblocks: Money, need for a knife, caring enough to buy a nice knife from MKC.

What is the objective?

Reassure these people that these knives and the people that make these knives are totally aligned with their morals and values when it comes to buying products. Get them to feel the pain of America losing and then present MKC as the only solution or the tool they have at the moment to fight back and help strengthen America.

What steps do they need to go through?

People need to read the head line and be curious enough to click, then start the reading with pain right in their face. They need to feel the pain of realizing that it's our fault (Americans) that the country is falling behind. They need to then realize that MKC is on their side and is there to boost American values and strengthen it.

Review

I'm not sure if the pain part of this copy is enough. What I mean is there is some active pain there, but is it enough to really drive the cta? When I researched this niche I found the greatest pain was quality and where the knife came from. I tried to emphasize the quality of the knives because that is the biggest pain, but I don't know how well I did that. I also can't decide if having two questions at the top of the copy is necessary/good or not. It seems a little salesy to me having questions there. When I try to read as my reader, my red flag pops up when more than one solid question is asked at the start of an email or what not.

A Lone Lineman that Created MT Knife Co.

Made by American Patriots, for American
Patriots.

Do you want REAL American made knives?

No more cheaply made knives from only God knows where.

Yes? Same here. It's demoralizing to see American jobs being thrown away. All you hear about on mainstream media is how America is falling behind.

And guess who's fault that is?

OURS.

"American" businesses these days don't even think twice about sending production somewhere else, disregarding quality and our own people.

These actions of other companies really get under my skin.

That's why, as a lineman with a dream, I started Montana Knife Company.

At MKC we are promising to NEVER let production leave the USA.

We strive to deliver the highest quality knives for you and **hundreds of thousands** of other American Patriots.

You can now get American made quality coming from hardworking men and women.

Whether it's hunting, fishing, cooking, and more! We have a knife for you 🧡.

Join the the thousands of other patriots today **15% Discount Code: Quality**
[>MontanaKnifeCo<](#)

Don't need a knife? Browse our numerous other [American made products](#).

(insert testimonials)